



SAFEWAZE

CASE STUDY

RESPONSIVENESS IN ACTION



Situation

- Loyal customer satisfied with Safewaze responsive service
- Customer wanted to switch specialty harness business to Safewaze
- Safewaze did not, at that time, offer a comparable mining industry harness



Action

- Responsive team studied the market and listened to customer's specific needs
- Set goal to create not just a comparable harness but a better one



Result

- QuickCustom design to delivery in just 5 months
- Improved safety with better visibility and durability of reflective webbing versus sewn-on PVC tape
- Increased comfort with full shoulder pad coverage
- Added adjustability on mining belt

